

Message Text

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FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 7213

INFO USDOC WASHDC

AMEMBASSY DAKAR

AMEMBASSY ABIDJAN

AMEMBASSY MONROVIA

AMEMBASSY LAGOS

AMEMBASSY ACCRA

AMEMBASSY KINSHASA

AMEMBASSY GABORONE

UNCLAS KHARTOUM 1918

E.O. 11652: N/A

TAGS: ETRC, BEXP, SU

SUBJ: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY

REF: A) KHARTOUM 1748 (NOTAL) B) STATE 95673 C) STATE 99793

1. KHARTOUM'S SUGGESTIONS FOR INTERAGENCY TASK
FORCE WERE PROVIDED BY REFTEL A. ONE BASIC THEME OF
THAT MESSAGE WAS THAT USG PROGRAMS CAN MAKE A
DEFINITE CONTRIBUTION TO THE
COMPETITIVENESS OF AMERICAN SUPPLERS OF GOODS AND
SERVICES AND PROVIDE IMPORTANT MARGINAL CONTRIBUTIONS TO
OUR EXPORTS. UNSUCCESSFULLY, THIS EMBASSY HAS ARGUED
FOR OFFICIAL USG COMMERCIAL REPRESENTATION IN THE
1978 AND 1979 KHARTOUM INTERNATIONAL FAIRS. OUR
PRIMARY JUSTIFICATION FOR SUCH PARTICIPATION HAS
BEEN COMMERCIAL--NOT REPRESENTATIONAL. SOON WE
WILL BE PRESENTING A CASE FOR PARTICIPATION IN THE
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1980 KHARTOUM INTERNATIONAL FAIR WHICH WILL SERVE
AS THE HOST FOR THE ANNUAL PAN-AFRICAN TRADE
FAIR AND EXHIBITION. THEREFORE, WE WELCOME THE
INVITATION PROVIDED BY REFTEL C TO COMMENT ON
JUSTIFICATIONS FOR US PARTICIPATION IN SUCH
FAIRS.

2. WE ACCEPT COMMERCE'S PROPOSITION THAT BASIS FOR SUCH PARTICIPATION SHOULD BE COMMERCIAL IF TRADE PROMOTION FUNDS ARE USED. IF OUR PURPOSE IN PARTICIPATING INSUCH EXHIBITIONS IS POLITICAL, FUNDING SHOULD BE REQUESTED BY STATE FROM CONGRESS. HOWEVER, THE COMPLIMENTARY NATURE OF POLITICAL AND COMMERCIAL PURPOSES MUST BE RECOGNIZED. WE SHOULD BE IN A POSITION IN OUR PROGRAMS TO SUPPORT USG PARTICIPATION IN SUCH FAIRS FOR A VARIETY OF WORTHWHILE REASONS.

3. NEVERTHELESS, WE FEEL THAT COMMERCE'S ATTEMPTS TO MEASURE THE INCREASES IN EXPORTS ATTRIBUTABLE TO SUCH PARTICIPATIONS ARE EXTRAORDINARILY NARROW. IT APPEARS THAT ONLY FAIRLY IMMEDIATE SALES BY PARTICIPANTS ARE CONSIDERED. THIS "MICRO" CALCULATION OF BENEFITS MORE APPROPRIATELY (AND TRUTHFULLY) SHOULD BE LEFT TO THE PARTICIPATING FIRM AS A BUSINESS JUDGEMENT. AFTER ALL THE PARTICIPANTS WILL PAY MOST COSTS. IF FIRMS FEEL THE BOTTOM LINE CONTRIBUTION ISN'T SUFFICIENT, THEY WON'T PARTICIPATE. FROM THE USG POINT OF VIEW IN TERMS OF TOTAL CPFTRIBUTION TO US EXPORTS AND COST EFFECTIVENESS, IT APPEARS MUCH MORE REASONABLE TO BASE OUR PARTICIPATION DECISIONS UPON LONG TERM MARKET UNCLASSIFIED

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FACTORS SUCH AS POTENTIAL, SUITABILITY OF AMERICAN PRODUCTS, COMPETITIVE TRADE PATTERNS WHICH WE MAY BE ABLE TO INFLUENCE, MARKET ENTRY, ETC. OUR PRIMARY COMPETITORS IN THE EEC AND FAR EAST CERTAINLY DON'T CALCULATE BENEFITS OF THEIR PARTICIPATIONS THE WAY THEY ARE CONSIDERED IN USG BUDGET PRESENTATIONS. BERGUS

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